MSS
MAKING STRONG SUCCESS

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CUSTOMER SERVICE STANDARDS TRAINING IN THE PHILIPPINES

SET THE STANDARD. DELIVER WITH CONSISTENCY. EARN CUSTOMER TRUST.

Practical Customer Service Standards, Service Quality, Customer-Centric Behavior, Frontline Professionalism, Customer Experience Consistency, Service Performance Measurement, Quality Assurance, Service Accountability, and Continuous Improvement Training for Philippine Organizations

Training Provider: Making Strong Success (MSS) Corporation
Program Category: Customer Service, Customer Experience, Service Excellence, Frontline Service Development, Operations, and Quality Management
Program Duration: One Day (8:00 AM–5:00 PM)
Delivery Options: Face-to-Face In-House Training, Onsite Training, Offsite Training, Live Online Training, Hybrid Training, and Public Seminars
Training Methodology: MSS EnterTRAINment® — Approximately 30% Facilitator Input and 70% Participant Involvement, Service Standards Workshops, Customer Interaction Simulations, Behavioral Demonstrations, Service Quality Assessments, and Workplace Application

1. TRAINING OVERVIEW

Two customers visit different branches of the same company.

In the first branch, the employee greets the customer professionally, listens attentively, explains the next steps clearly, provides accurate information, and ensures that the customer's concern is properly addressed.

In the second branch, the employee barely acknowledges the customer, provides incomplete information, refers the customer to another employee without explanation, and appears uninterested in helping.

The customers visited the same organization.

They may have requested the same product or service.

They may even have encountered employees who received the same customer service orientation.

Yet their experiences were completely different.

Why?

Because delivering good customer service occasionally is different from consistently delivering customer service according to clear organizational standards.

Many organizations recognize the importance of excellent customer service.

They encourage employees to smile, be courteous, respond quickly, and make customers feel valued.

However, employees may have different interpretations of these expectations.

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What does it actually mean to greet a customer professionally?

How quickly should an employee acknowledge someone requesting assistance?

What information must be provided before completing a transaction?

How should employees communicate when a request cannot be completed immediately?

What behaviors demonstrate ownership of a customer concern?

When is a handoff considered properly completed?

How does the company determine whether an employee delivered service according to expectations?

How can the organization ensure that customers receive consistent service across employees, shifts, departments, branches, and communication channels?

These questions highlight the importance of Customer Service Standards.

From General Service Expectations to Consistent Service Performance

SET THE STANDARD. DELIVER WITH CONSISTENCY. EARN CUSTOMER TRUST. is MSS Corporation's practical and customizable Customer Service Standards Training in the Philippines, designed to help frontline employees, customer service representatives, supervisors, managers, and service quality professionals understand, demonstrate, implement, and evaluate consistent customer service standards.

The program equips participants with the knowledge and practical competencies needed to translate an organization's customer service promises, values, and expectations into clear, observable, relevant, and measurable employee behaviors.

Participants learn how to:

- Understand the organization's service commitments.
- Recognize customer expectations.
- Define the characteristics of effective service standards.
- Apply appropriate service behaviors across customer touchpoints.
- Demonstrate professional courtesy and communication.
- Provide accurate and timely information.
- Maintain ownership of customer requests.
- Coordinate effectively with other employees and departments.
- Follow approved service procedures.
- Identify gaps between expected and actual service.
- Apply appropriate service quality assessment criteria.
- Give and receive constructive service performance feedback.
- Strengthen consistency through coaching, monitoring, and improvement.

The program goes beyond telling employees to provide excellent service.

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It clarifies what excellent service should look like in actual employee behavior, how it should be demonstrated, and how the organization can determine whether the standards are being met.

Why Customer Service Standards Matter

Customer service standards serve as a practical bridge between an organization's service aspirations and its actual customer interactions.

For example:
General Expectation: "We provide prompt customer service."

Observable Standard: "Employees acknowledge waiting customers through the company's approved greeting or queue-management process, communicate anticipated delays when appropriate, and follow the established response-time target."

General Expectation: "We treat customers with respect."

Observable Standard: "Employees use respectful language, avoid interrupting customers unnecessarily, explain applicable service limitations professionally, and provide appropriate assistance without discriminatory treatment."

General Expectation: "We take ownership of customer concerns."

Observable Standard: "Employees identify the responsible next action, communicate the appropriate handoff or follow-up arrangements, and document required details through the approved system."

The more clearly an organization defines its expectations, the easier it becomes to train employees, monitor performance, provide feedback, and strengthen consistency.

However, standards should also be practical, achievable, lawful, and supported by appropriate operational systems.

For example, a company should not promise a response time that its staffing and processes cannot reliably support.

Service Standards in the Philippine Corporate Setting

Customer service standards are particularly relevant to organizations operating across:

- Different Branches and Locations.
- Multiple Customer Service Teams.
- Different Work Shifts.
- Face-to-Face and Digital Channels.
- Frontline and Back-Office Departments.
- Sales and After-Sales Functions.
- Internal Service and External Customer Service.
- Franchise and Company-Owned Operations.
- Onsite and Remote Customer Support.

Without consistent service standards, customer experiences may depend too heavily on the personal habits, preferences, experience, and motivation of individual employees.

This creates risks such as:

- Inconsistent Customer Greetings.
- Uneven Service Quality.
- Unclear Service Commitments.
- Unprofessional Communication.
- Slow Responses.
- Incomplete Customer Information.
- Unnecessary Customer Waiting.
- Repeated Customer Handoffs.
- Poor Service Ownership.
- Contradictory Information.
- Missed Follow-Up Commitments.
- Weak Service Documentation.
- Inconsistent Customer Satisfaction.
- Difficulty Coaching Customer-Facing Employees.

Customer Service Standards and International Quality Principles

International quality management guidance supports the importance of clearly defined customer commitments and measurable service performance.

ISO 10001:2018 provides guidance for developing and maintaining organizational codes of conduct containing customer-related promises. ISO 10004:2018 addresses monitoring and measuring customer satisfaction. The current ISO 9001:2026 quality management standard also emphasizes customer focus, consistent processes, performance evaluation, and continuous improvement.

These references inform the program's practical approach.

However, participation in this training does not constitute ISO certification, an ISO auditor qualification, or proof of compliance with any specific management system standard.

Introducing the MSS S.T.A.N.D.A.R.D.™ Customer Service Quality Framework

This training introduces the MSS S.T.A.N.D.A.R.D.™ Customer Service Quality Framework, consisting of eight practical disciplines:

- S — Set Clear Service Promises and Customer Expectations
- T — Translate Expectations Into Observable Service Behaviors
- A — Apply Standards Across Customer Touchpoints
- N — Notice Customer Needs and Communicate Professionally
- D — Deliver Accuracy, Timeliness, and Service Ownership
- A — Align Service Handoffs and Actions With Approved Procedures
- R — Review Service Quality and Performance Evidence
- D — Drive Consistency Through Coaching and Continuous Improvement

The MSS S.T.A.N.D.A.R.D.™ Process:
SET → TRANSLATE → APPLY → NOTICE → DELIVER → ALIGN → REVIEW → DRIVE

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The framework helps participants move from knowing the organization's service expectations to demonstrating and continuously improving service performance.

Distinguishing Customer Service Standards From Related Training Programs

This program is deliberately differentiated from other customer service training categories.

Program	Primary Development Focus
Customer Service Standards Training	Defining, demonstrating, consistently applying, monitoring, and improving observable service expectations
Customer Service Excellence Training	Broader customer-centric behaviors, communication, ownership, service mindset, and exceeding appropriate expectations
Customer Service Protocol Training	Following specific approved procedures, service workflows, decisions, documentation, escalation paths, and operational rules
Customer De-escalation Training	Managing emotionally intense interactions and reducing conflict
Complaint Handling and Service Recovery Training	Responding to complaints, recovering from service failures, and restoring customer confidence
Professional Telephone Call Handling Training	Applying professional communication and call-management skills to telephone interactions
Customer Feedback Management Training	Gathering, classifying, interpreting, acting on, and closing the loop on customer feedback
Customer Satisfaction Measurement Training	Designing, administering, interpreting, and improving customer satisfaction measures

The distinction is important.

Customer Service Standards Training is about knowing what service performance is required, demonstrating it consistently, and improving it when expectations are not met.

Training Audience and Search Relevance

This program is designed for organizations and professionals searching for:

- Customer Service Standards Training in the Philippines.
- Training on Customer Service Standards in the Philippines.
- Customer Service Standards Workshop in the Philippines.
- Customer Service Quality Standards Training in the Philippines.
- Customer Service Standards and Procedures Training.
- Customer Service Standards for Frontline Employees.
- Frontline Customer Service Standards Training.
- Customer Service Consistency Training in the Philippines.
- Service Quality Standards Training in the Philippines.
- Customer Service Standards Implementation Training.
- Customer Service Quality Assurance Training.
- Customer Service Performance Standards Training.

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- Customer Service Standards for Supervisors and Managers.
- Corporate Customer Service Standards Training in the Philippines.
- Customer Experience Standards Training in the Philippines.

For customized in-house training, the program may incorporate existing company service standards, service commitments, customer experience guidelines, standard operating procedures, quality scorecards, and approved performance targets.

For public seminars, participants use realistic industry-neutral scenarios and practice translating service expectations into observable behaviors.

Following MSS Corporation's EnterTRAINment® methodology, approximately 30% of the learning time consists of facilitator input, demonstrations, and guided discussions, while approximately 70% involves service standards assessments, behavioral demonstrations, customer touchpoint analysis, customer interaction simulations, service quality calibration, improvement workshops, and practical action planning.

The objective is not simply to develop employees who know what good customer service means. It is to equip them to deliver service consistently according to clear, practical, and measurable standards.

2. TRAINING GOAL

To equip frontline employees, customer service professionals, supervisors, managers, and service quality personnel with the knowledge, practical skills, service behaviors, quality assessment methods, and continuous improvement competencies necessary to understand, apply, demonstrate, monitor, and sustain consistent customer service standards across relevant customer interactions, service channels, departments, and organizational touchpoints.

3. TRAINING OBJECTIVES

By the end of the program, participants should be able to:

1. Explain the importance of customer service standards in delivering consistent service experiences.
2. Differentiate customer service standards, customer service protocols, standard operating procedures, service-level agreements, and customer service KPIs.
3. Recognize how service quality influences customer confidence and organizational performance.
4. Apply the MSS S.T.A.N.D.A.R.D.™ Customer Service Quality Framework.
5. Identify common causes of inconsistent customer service delivery.
6. Explain the relationship between customer expectations, organizational promises, and actual service performance.
7. Distinguish general service aspirations from observable service standards.
8. Identify essential dimensions of customer service quality.
9. Translate organizational service commitments into practical employee behaviors.
10. Recognize the importance of standards that are measurable, realistic, customer-relevant, and operationally achievable.
11. Identify important customer touchpoints across the service journey.
12. Recognize opportunities to standardize customer greetings, acknowledgment, information delivery, assistance, and service closure.
13. Apply appropriate frontline grooming, professional conduct, and communication standards within company policy and job requirements.

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14. Demonstrate respectful verbal and nonverbal customer communication.
15. Apply appropriate acknowledgment and active listening behaviors.
16. Clarify customer needs and confirm understanding.
17. Communicate accurate and complete service information.
18. Apply relevant company response-time and service completion expectations.
19. Recognize when customer needs require reasonable accommodation or additional support.
20. Maintain appropriate service ownership.
21. Demonstrate effective coordination during service handoffs.
22. Distinguish service commitments from actions requiring supervisory approval.
23. Communicate delays, limitations, and next steps professionally.
24. Apply consistent customer service standards across face-to-face, telephone, email, chat, and other relevant channels.
25. Identify service quality gaps using observable evidence.
26. Apply a practical service standards observation checklist.
27. Distinguish subjective impressions from evidence-based service quality assessments.
28. Use simple behaviorally anchored service quality ratings.
29. Provide and receive constructive customer service performance feedback.
30. Explain the importance of service quality calibration.
31. Recognize the roles of frontline employees, supervisors, operations, quality assurance, and management in service standards implementation.
32. Identify relevant service quality and customer experience indicators.
33. Distinguish service standard compliance from customer satisfaction outcomes.
34. Recognize the importance of customer information confidentiality and responsible documentation.
35. Analyze realistic service inconsistencies and recommend appropriate corrective actions.
36. Identify situations requiring additional training, process improvement, staffing support, or policy clarification.
37. Develop practical actions to strengthen service consistency.
38. Participate in a customer service standards demonstration and assessment.
39. Develop a 30-day Customer Service Standards Application and Improvement Plan.
40. Establish appropriate follow-through measures for maintaining service quality.

4. LEARNING DOMAINS ADDRESSED

Learning Domain	Development Focus
Cognitive — Customer Service Standards Knowledge	Service commitments, customer expectations, quality dimensions, observable service behaviors, customer touchpoints, service-level expectations, service measurement, quality monitoring, and continuous improvement
Affective — Customer-Centric Professional Attitudes	Courtesy, respect, accountability, consistency, responsiveness, empathy, professionalism, fairness, accuracy, service ownership, and commitment to customer trust
Behavioral — Practical Service Standards Application	Customer acknowledgment, communication, needs clarification, information delivery, service ownership, handoffs, service closure, service observation, quality feedback, and improvement planning

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5. FROM POINT A TO POINT B: DESIRED TRAINING TRANSFORMATION

Point A: Before the Training

Participants or organizations may:

- Have general expectations of excellent customer service without clearly defined standards.
- Assume all employees interpret service requirements the same way.
- Demonstrate inconsistent customer greetings.
- Apply different service behaviors across branches or departments.
- Struggle to explain what a service standard actually means.
- Confuse company policies with frontline service behaviors.
- Make vague promises about speed, quality, or customer assistance.
- Provide incomplete or inconsistent information.
- Overlook basic customer acknowledgment and courtesy.
- Allow customers to experience unnecessary handoffs.
- Assume another department will take responsibility for unresolved requests.
- Fail to communicate delays and next steps clearly.
- Apply service expectations inconsistently across digital and face-to-face interactions.
- Evaluate employees through subjective personal impressions.
- Lack clear criteria for observing customer service performance.
- Struggle to provide specific service quality feedback.
- Conduct customer service refresher sessions without measuring behavioral improvement.
- Treat customer satisfaction scores as the only indicator of service quality.
- Focus on individual employee errors without examining process or resource problems.
- Lack a systematic approach to strengthening service consistency.

Point B: After the Training

Participants should be better able to:

- Explain the organization's service commitments.
- Distinguish service standards from procedures and performance metrics.
- Translate service expectations into observable behaviors.
- Recognize important customer touchpoints.
- Demonstrate professional and consistent customer interactions.
- Apply appropriate customer acknowledgment and communication.
- Provide accurate and complete service information.
- Follow approved response-time and service requirements.
- Take appropriate ownership of customer requests.
- Coordinate service handoffs effectively.
- Communicate delays and limitations responsibly.
- Apply relevant standards across service channels.
- Assess service behaviors using practical criteria.
- Identify gaps between expected and demonstrated performance.
- Provide specific and constructive service feedback.
- Understand when service inconsistency requires coaching or operational improvement.
- Contribute to service standard implementation.

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- Develop practical service consistency action plans.
- Monitor improvement using relevant indicators.

6. ORGANIZATIONAL CHALLENGES ADDRESSED

This program may help organizations address:

- Inconsistent Service Quality Across Employees.
- Different Customer Experiences Across Branches.
- Unclear Customer Service Expectations.
- Weak Employee Understanding of Service Standards.
- Inconsistent Service Greetings and Acknowledgment.
- Unprofessional Customer-Facing Behaviors.
- Incomplete Customer Information.
- Avoidable Service Delays.
- Poor Communication of Service Limitations.
- Repeated Customer Handoffs.
- Weak Service Ownership.
- Inconsistent Application of Approved Service Procedures.
- Variations in Service Quality Across Communication Channels.
- Poor Frontline and Back-Office Coordination.
- Subjective Employee Service Evaluations.
- Limited Service Quality Observation.
- Weak Coaching and Performance Feedback.
- Lack of Measurable Service Standards.
- Inconsistent Service Training Across Locations.
- Customer Complaints Related to Service Inconsistency.
- Weak Service Quality Monitoring.
- Insufficient Service Improvement Follow-Through.
- Employees Who Know Service Policies but Do Not Consistently Demonstrate Expected Behaviors.
- Service Quality Problems Caused by Inadequate Resources or Unclear Processes.

7. EXPECTED BUSINESS AND PEOPLE IMPACT

Expected Business Impact	Expected People Impact
Greater consistency in customer service delivery	Clearer understanding of expected service behaviors
More reliable implementation of service commitments	Stronger professional customer communication
Improved service consistency across relevant touchpoints	Better awareness of customer expectations
More objective service performance evaluations	Greater ability to assess and improve service behaviors
Improved coordination between service functions	Stronger service ownership and team collaboration
Better identification of service quality gaps	Greater accountability for service performance
More structured customer service coaching	Clearer and more constructive feedback
Better alignment between service standards and operations	Improved understanding of processes and resource needs

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Stronger monitoring of service quality	More consistent performance follow-through
Potential improvement in customer confidence and satisfaction	Greater confidence in delivering professional service

These are intended business and people outcomes. Actual improvements depend on the quality of the organization's service standards, leadership support, operational resources, approved processes, and sustained workplace implementation.

8. THE MSS S.T.A.N.D.A.R.D.™ CUSTOMER SERVICE QUALITY FRAMEWORK

The MSS S.T.A.N.D.A.R.D.™ Customer Service Quality Framework provides frontline employees, customer service professionals, and managers with a practical method for translating customer service expectations into consistent, observable, and measurable service performance.

The framework emphasizes that customer service standards must be understood, demonstrated, supported, evaluated, and continuously improved.

Framework Overview

Letter	Customer Service Standards Competency	Practical Application
S	Set Clear Service Promises and Customer Expectations	Understand organizational commitments, customer needs, and the purpose of consistent service quality.
T	Translate Expectations Into Observable Service Behaviors	Convert general service expectations into clear, practical, and assessable employee actions.
A	Apply Standards Across Customer Touchpoints	Demonstrate appropriate service behaviors throughout the customer journey and across relevant service channels.
N	Notice Customer Needs and Communicate Professionally	Acknowledge customers, listen, clarify needs, communicate respectfully, and provide appropriate assistance.
D	Deliver Accuracy, Timeliness, and Service Ownership	Provide reliable information, observe approved response expectations, and maintain accountability for next actions.
A	Align Service Handoffs and Actions With Approved Procedures	Coordinate correctly with other personnel, respect authorized procedures, and communicate service transitions.
R	Review Service Quality and Performance Evidence	Observe interactions, apply clear evaluation criteria, assess compliance with standards, and identify performance gaps.
D	Drive Consistency Through Coaching and Continuous Improvement	Provide feedback, address performance barriers, implement improvement actions, and reinforce consistent service.

The MSS S.T.A.N.D.A.R.D.™ Process:
SET → TRANSLATE → APPLY → NOTICE → DELIVER → ALIGN → REVIEW → DRIVE

S — Set Clear Service Promises and Customer Expectations

Service standards should begin with an understanding of what the organization commits to delivering and what customers reasonably expect.

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Participants learn to recognize:

- The Organization's Service Vision and Values.
- Customer Service Commitments.
- Customer Expectations.
- Service Reliability.
- Professionalism and Courtesy.
- Accessibility and Fair Treatment.
- Accuracy.
- Responsiveness.
- Service Ownership.
- Customer Confidence.
- Operational Capabilities and Limitations.

Understanding Service Promises

Examples of service promises include:

- We provide accurate information.
- We treat customers respectfully.
- We respond within approved service timeframes.
- We communicate clearly.
- We take appropriate ownership of customer concerns.
- We protect customer information.
- We provide consistent service across our channels.

A service promise should not become an unrealistic or unauthorized guarantee.

For instance, an employee should not guarantee immediate approval of a customer request when approval depends on verification, stock availability, regulatory requirements, or another authorized decision.

Core Principle: Service standards begin with clear, credible, and achievable commitments to customers.

T — Translate Expectations Into Observable Service Behaviors

Many service commitments are too broad to be evaluated without further clarification.

For example:
"Always be professional."
"Provide excellent service."
"Be customer-centric."
"Respond promptly."

These statements express desirable intentions, but employees may interpret them differently.

Participants learn to convert expectations into actions that can be demonstrated and observed.

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From Vague Expectations to Observable Standards

General Expectation	Example of an Observable Service Standard
Be Friendly	Acknowledge customers appropriately and use the organization's approved professional greeting.
Listen Carefully	Allow the customer to explain the request, clarify important details, and confirm understanding before proceeding.
Respond Promptly	Follow the approved acknowledgment and response-time requirements for the applicable service channel.
Be Accurate	Verify relevant information against authorized sources before providing critical details.
Take Ownership	Identify the responsible next step and communicate the appropriate follow-through arrangement.
Be Respectful	Use professional language, avoid dismissive expressions, and treat customers fairly.
Communicate Clearly	Explain requirements, limitations, and next steps in understandable terms.
Provide Consistent Service	Apply approved service expectations regardless of branch, shift, employee, or channel.

Characteristics of Effective Service Standards

Practical service standards should be:

- Clear.
- Specific.
- Observable.
- Relevant.
- Achievable.
- Consistent With Approved Procedures.
- Appropriate to the Service Channel.
- Measurable Where Suitable.
- Understandable to Employees.
- Meaningful to Customers.

Not every service standard must have a numerical target.

For example, respectful language and customer privacy are often better assessed through defined behavioral criteria, while acknowledgment time and processing time may be assessed numerically.

Core Principle: Employees can apply standards more consistently when expectations describe what they should actually do.

A — Apply Standards Across Customer Touchpoints

Customers encounter an organization through different channels and stages of their service journey.

Participants learn to recognize standards relevant to:

- Initial Customer Contact.
- Customer Greeting.

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- Queue and Waiting Experience.
- Information Gathering.
- Needs Clarification.
- Product or Service Explanation.
- Request Processing.
- Service Handoffs.
- Customer Follow-Up.
- Transaction or Interaction Closure.
- Post-Service Communication.

Standards Across Different Channels

Face-to-Face Service

- Customer acknowledgment.
- Professional presence.
- Respectful communication.
- Clear directions.
- Appropriate assistance.
- Service closure.

Telephone Service

- Professional greeting.
- Listening and clarification.
- Accurate information.
- Approved hold and transfer practices.
- Appropriate call closure.

Email Service

- Appropriate acknowledgment.
- Clear subject and message.
- Accurate information.
- Professional language.
- Approved response-time expectations.
- Required follow-through.

Chat or Digital Service

- Clear written communication.
- Appropriate customer acknowledgment.
- Relevant information.
- Accurate service instructions.
- Approved escalation and follow-up.

Internal Customer Service

- Timely coordination.
- Clear requests and responses.
- Reliable information.
- Appropriate handoffs.

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- Accountability for internal service commitments.

The same principles of professionalism, accuracy, responsiveness, and ownership may apply across channels, while exact procedures differ.

Core Principle: Customers should encounter consistent service commitments even when the communication channel or responsible employee changes.

N — Notice Customer Needs and Communicate Professionally

Customer service standards are demonstrated through everyday employee behavior.

Participants learn to apply observable standards involving:

- Acknowledgment.
- Attention.
- Listening.
- Clarification.
- Courtesy.
- Professional Language.
- Appropriate Tone.
- Respectful Body Language.
- Information Accuracy.
- Clear Explanations.
- Assistance and Guidance.
- Inclusion and Accessibility.

The Professional Customer Interaction Sequence
ACKNOWLEDGE → LISTEN → CLARIFY → INFORM → ASSIST → CONFIRM

Acknowledge
Recognize the customer's presence or request appropriately.

Listen
Give reasonable attention and allow the customer to explain their needs.

Clarify
Ask relevant questions and verify important details.

Inform
Communicate accurate information and applicable requirements.

Assist
Take appropriate action within authorized responsibilities.

Confirm
Ensure the customer understands the outcome, pending action, or next step.

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Professional Service Language
Instead of: "Hindi ko alam."
Use: "Let me verify the information with the appropriate person or department."

Instead of: "Hindi ko trabaho 'yan."
Use: "The appropriate team can assist with that request. Let me explain the next step."

Instead of: "Bawal kasi."
Use: "Under our current policy, this request has specific requirements. Let me explain the available options."

These examples illustrate communication improvements. Employees must still follow the organization's actual policies and authorized service procedures.

Core Principle: Consistent service begins with everyday behaviors that demonstrate respect, attention, clarity, and professionalism.

D — Deliver Accuracy, Timeliness, and Service Ownership

Customers expect employees to provide dependable information and appropriate assistance.

Participants learn that service quality involves more than courtesy.

They must also demonstrate:

- Accuracy.
- Reliability.
- Timeliness.
- Competence.
- Responsiveness.
- Responsibility.
- Coordination.
- Appropriate Follow-Through.

Accuracy Standards

Employees should:

- Verify relevant customer information.
- Use approved information sources.
- Avoid unsupported assumptions.
- Clarify requirements.
- Correct known errors appropriately.
- Refer matters requiring specialist knowledge.

Timeliness Standards

Employees should:

- Understand approved acknowledgment and response targets.

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- Recognize applicable processing timelines.
- Communicate delays appropriately.
- Avoid making unauthorized promises.
- Escalate time-sensitive concerns when required.

Service Ownership Standards

Employees should:

- Understand their responsibilities.
- Identify the next required action.
- Coordinate with the appropriate person.
- Provide clear customer instructions.
- Record required information.
- Communicate follow-through arrangements.
- Confirm closure when appropriate.

Core Principle: Professional service must be courteous, accurate, timely, and accountable—not merely pleasant.

A — Align Service Handoffs and Actions With Approved Procedures

Customers may become frustrated when they are repeatedly redirected or asked to provide the same information to different employees.

Service quality therefore depends on coordination between employees, departments, branches, and communication channels.

Participants learn to:

- Identify the Correct Service Owner.
- Follow Approved Service Procedures.
- Clarify Responsibility for the Next Action.
- Communicate the Reason for a Handoff.
- Transfer Relevant Information Through Authorized Channels.
- Avoid Unnecessary Customer Repetition.
- Confirm Appropriate Referral Arrangements.
- Respect Approval and Escalation Boundaries.
- Maintain Customer Information Confidentiality.
- Communicate Realistic Follow-Up Expectations.

A Proper Service Handoff

A service handoff should make clear:
Who will handle the next action.

What information needs to be transferred.

Why the handoff is necessary.

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When the next step may occur according to approved commitments.

How the customer will receive an update, when applicable.

This module develops coordination behaviors. The detailed design of departmental service workflows and escalation trees belongs to specialized Customer Service Protocol Training or operational process improvement.

Core Principle: An internal handoff should not become an unnecessary burden for the customer.

R — Review Service Quality and Performance Evidence

Customer service standards are useful only when organizations can determine whether they are being applied.

Participants learn how to observe and assess service performance using:

- Service Quality Checklists.
- Behaviorally Anchored Rating Criteria.
- Supervisor Observation.
- Quality Assurance Reviews.
- Appropriate Interaction Recordings.
- Transaction Quality Checks.
- Service Documentation.
- Response-Time Information.
- Customer Feedback.
- Employee Self-Assessments.

Three Questions for Service Quality Assessment

1. What was the expected standard?
Identify the approved service requirement.

2. What actually happened?
Review observable behavior or documented performance.

3. What is the gap?
Identify whether performance met the requirement and what improvement may be necessary.

Service Quality Versus Customer Satisfaction

Service quality assessments examine the service delivered against defined criteria.

Customer satisfaction measurements examine customers' evaluations of their experiences.

The two are related but not interchangeable.

An employee may follow all approved procedures while a customer remains dissatisfied with a policy the employee cannot change.

Likewise, a customer may express satisfaction even when an important service requirement was overlooked.

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Core Principle: Evaluate service delivery using appropriate performance evidence, not personal impressions alone.

D — Drive Consistency Through Coaching and Continuous Improvement

Standards become meaningful when they are consistently reinforced.

Participants learn how organizations can strengthen service consistency through:

- Clear Communication of Standards.
- Employee Orientation.
- Demonstrations.
- Practice and Simulations.
- Service Quality Monitoring.
- Regular Coaching.
- Constructive Feedback.
- Refresher Training.
- Supervisor Role Modeling.
- Performance Reviews.
- Process Improvement.
- Continuous Quality Calibration.
- Appropriate Accountability.

Distinguishing Performance and Process Problems

A service quality issue may arise because:

- The employee does not understand the standard.
- The employee lacks the necessary skill.
- The employee lacks access to the required information.
- The process creates unnecessary delays.
- Staffing capacity is insufficient.
- Different departments use inconsistent procedures.
- The standard itself is unclear or unrealistic.
- The employee is not receiving adequate feedback.

The appropriate improvement action depends on the actual cause.

Core Principle: Consistency requires effective employees supported by practical processes, resources, supervision, and continuous improvement.

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9. DETAILED ONE-DAY CUSTOMER SERVICE STANDARDS TRAINING OUTLINE

Program Title: SET THE STANDARD. DELIVER WITH CONSISTENCY. EARN CUSTOMER TRUST.
Training Duration: One Day (8:00 AM–5:00 PM)
Training Methodology: MSS EnterTRAINment® — Approximately 30% Facilitator Input and 70% Participant Application
Training Emphasis: Customer Service Commitments, Observable Service Behaviors, Customer Touchpoints, Frontline Professionalism, Accuracy, Responsiveness, Service Ownership, Service Quality Assessment, and Continuous Improvement

Time	Module / Topics / Subtopics	Previewed Activities and Expected Outputs
8:00 AM–10:00 AM	**MODULE 1: DEFINE THE STANDARD — CUSTOMER SERVICE PROMISES, QUALITY EXPECTATIONS, OBSERVABLE SERVICE BEHAVIORS, AND CUSTOMER TOUCHPOINTS** 1. Understanding Customer Service Standards • Meaning and Importance of Customer Service Standards • Customer Service Standards Versus Service Excellence • Service Standards Versus Service Protocols and SOPs • Service Promises, SLAs, and Customer Service KPIs • Common Causes of Service Inconsistency • Introduction to the MSS S.T.A.N.D.A.R.D.™ Framework 2. S — Set Clear Service Promises and Customer Expectations • Understanding Customer Expectations • Translating Organizational Values Into Service Commitments • Service Reliability and Customer Confidence • Aligning Service Promises With Operational Capabilities • Recognizing Customer Needs and Expectations 3. Understanding Essential Service Quality Dimensions • Professionalism • Courtesy and Respect • Accuracy and Reliability • Responsiveness and Timeliness • Clear Communication • Service Ownership • Consistency	**Activity 1: The Customer Service Consistency Reality Check** Participants compare fictional interactions involving two employees from the same organization who demonstrate different levels of courtesy, accuracy, responsiveness, and ownership. They identify inconsistencies and discuss how these differences affect the customer experience. **Activity 2: From Vague Promises to Observable Standards** Teams receive statements such as "Be professional," "Respond promptly," and "Provide excellent service." They translate these statements into specific, observable service behaviors and identify where numerical targets or approved operational standards are needed. **Activity 3: Customer Touchpoint Standards Mapping** Participants map a typical customer journey, identify key interactions, and recommend the service behaviors expected at each touchpoint. Expected Outputs: • Customer Service Consistency Diagnostic Checklist • Service Promise-to-Behavior Standards Matrix • Customer Touchpoint Standards Map

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	• Fairness and Accessibility • Appropriate Customer Information Handling 4. T — Translate Expectations Into Observable Service Behaviors • General Expectations Versus Behavioral Standards • Creating Specific and Observable Standards • Developing Measurable Criteria Where Appropriate • Defining Acceptable and Unacceptable Service Behaviors • Distinguishing Behavioral Standards From Numerical Targets 5. A — Apply Standards Across Customer Touchpoints • Understanding the Customer Service Journey • First Contact and Initial Impressions • Customer Inquiry and Needs Clarification • Service Delivery and Request Processing • Service Handoffs • Customer Follow-Up • Professional Service Closure	• Initial List of Priority Customer Service Standards
10:00 AM–10:15 AM	MORNING BREAK	
10:15 AM–12:00 NN	**MODULE 2: DEMONSTRATE THE STANDARD — FRONTLINE PROFESSIONALISM, CUSTOMER COMMUNICATION, SERVICE ACCURACY, RESPONSIVENESS, AND OWNERSHIP** 1. N — Notice Customer Needs and Communicate Professionally • Professional Customer Acknowledgment • Customer Greeting and First Impression Standards • Verbal and Nonverbal Communication • Professional Tone and Appropriate Language • Active Listening • Clarifying Customer Needs • Confirming Understanding • Respectful and Inclusive Service 2. Applying Customer Service Standards Across Different Channels • Face-to-Face Service Standards • Telephone Service Standards • Email Service Standards	**Activity 4: The Service Standards Makeover Challenge** Participants receive examples of weak customer greetings, unclear explanations, unprofessional language, and incomplete customer assistance. They rewrite or demonstrate improved interactions that satisfy the applicable behavioral standards. **Activity 5: Accurate, Timely, and Accountable** Teams analyze cases involving inaccurate information, delayed responses, unrealistic promises, and abandoned customer requests. They identify the violated standards and demonstrate appropriate corrective service behaviors.

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	• Chat and Digital Service Standards • Internal Customer Service Standards • Maintaining Consistent Service Commitments 3. D — Deliver Accuracy, Timeliness, and Service Ownership • Accuracy and Completeness of Service Information • Using Approved Information Sources • Understanding Response-Time Standards • Communicating Delays Professionally • Avoiding Unsupported Service Promises • Demonstrating Responsibility for Next Actions 4. A — Align Service Handoffs and Actions With Approved Procedures • Appropriate Customer Referral • Communicating Handoffs Clearly • Providing Necessary Information • Avoiding Unnecessary Customer Repetition • Understanding Service Ownership Boundaries • Following Approved Escalation Procedures • Ensuring Appropriate Customer Follow-Through 5. Demonstrating Professional Service Closure • Confirming Customer Understanding • Summarizing Information and Next Steps • Communicating Pending Actions • Appropriate Closing Language • Required Documentation • Maintaining Courtesy Until the Interaction Ends	**Activity 6: The Professional Service Handoff Simulation** Participants practice transferring customer requests between employees or departments while communicating appropriate responsibilities, information, next steps, and follow-through arrangements. **Expected Outputs:** • Professional Customer Interaction Standards Checklist • Customer Service Language and Communication Guide • Accuracy, Responsiveness, and Ownership Guide • Customer Handoff and Service Closure Checklist
12:00 NN–1:00 PM	LUNCH BREAK	
1:00 PM–3:00 PM	**MODULE 3: ASSESS THE STANDARD — CUSTOMER SERVICE QUALITY ASSURANCE, BEHAVIORAL OBSERVATION, SERVICE PERFORMANCE MEASUREMENT, AND QUALITY CALIBRATION** 1. R — Review Service Quality and Performance Evidence • Importance of Measuring Service Standards Compliance • Expected Versus Actual Service Performance • Observable Service Behaviors	**Activity 7: Spot the Service Standards Violation** Participants review realistic customer interactions and identify which service standards were met, missed, or could not be assessed because of insufficient evidence. They distinguish behavioral problems from operational or process issues. **Activity 8: The Service Quality Scoring Challenge**

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	• Factual Observation Versus Personal Impressions • Identifying Service Quality Gaps 2. Customer Service Quality Assessment Methods • Service Standards Checklists • Supervisor Observation • Quality Assurance Monitoring • Service Interaction Reviews • Appropriate Use of Customer Feedback • Service Documentation Review • Channel-Specific Quality Criteria 3. Understanding Service Quality Indicators • Acknowledgment and Response Performance • Service Information Accuracy • Quality of Customer Communication • Proper Service Ownership • Service Handoff Quality • Service Closure and Follow-Through • Service Standard Compliance Rate • Customer Satisfaction as a Related Outcome 4. Using a Service Standards Scorecard • Selecting Relevant Performance Criteria • Defining Observable Rating Indicators • Assessing Employee Demonstrations • Identifying Strengths and Gaps • Recording Objective Observations • Recognizing Critical Service Failures 5. Service Quality Calibration • Why Evaluators May Disagree • Applying the Same Standards Consistently • Comparing Assessments • Reviewing Performance Evidence • Clarifying Ambiguous Criteria • Agreeing on Fair Evaluation Practices 6. Distinguishing Service Behavior Gaps From Operational Problems • Knowledge Gaps • Skills Gaps • Unclear Standards • Process Problems • Resource and Staffing Constraints • Technology and Information Limitations • Determining Appropriate Improvement Actions	Teams assess a fictional customer service interaction using a sample quality scorecard. They provide ratings supported by observable evidence and identify specific improvement opportunities. **Activity 9: The Service Quality Calibration Workshop** Different groups evaluate the same customer interaction. The facilitator compares their results and guides participants through a calibration discussion to reconcile interpretations, clarify criteria, and improve assessment consistency. **Expected Outputs:** • Customer Service Standards Observation Checklist • Customer Service Quality Assessment Scorecard • Service Quality Gap Analysis Worksheet • Service Assessment Calibration Guide

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3:00 PM–3:15 PM	AFTERNOON BREAK	
3:15 PM–5:00 PM	**MODULE 4: SUSTAIN THE STANDARD — SERVICE QUALITY COACHING, COMPLETE INTERACTION DEMONSTRATIONS, ACCOUNTABILITY, AND CONTINUOUS IMPROVEMENT** 1. D — Drive Consistency Through Coaching and Continuous Improvement • Reinforcing Customer Service Expectations • The Supervisor's Role in Service Consistency • Employee Self-Assessment • Demonstrating Service Standards • Coaching and Constructive Feedback • Refresher Learning • Addressing Recurring Performance Gaps 2. Providing Service Standards Feedback • Identifying Relevant Service Criteria • Describing Observable Performance • Recognizing Effective Service Behaviors • Explaining Service Quality Gaps • Recommending Specific Improvements • Allowing Repeat Practice • Setting Follow-Up Expectations 3. Complete Customer Service Standards Demonstration • Professional Customer Acknowledgment • Customer Needs Clarification • Accurate Information Delivery • Appropriate Service Timeliness • Service Ownership • Professional Handoff • Service Closure and Documentation • Consistent Courtesy and Respect 4. Establishing Service Standards Accountability • Employee Responsibilities • Supervisory Responsibilities • Operations and Quality Assurance Roles • Management Support • Appropriate Escalation of System Problems • Service Quality Monitoring and Review 5. Developing a 30-Day Service Standards Improvement Plan • Identifying Priority Service Gaps • Establishing Behavioral Improvement Actions	**Activity 10: The Service Standards Coaching Lab** Participants receive an employee service assessment containing observed strengths and gaps. They practice providing specific, constructive feedback and agree on appropriate corrective actions. **Activity 11: The S.T.A.N.D.A.R.D.™ Complete Service Simulation** Working in small groups, participants demonstrate a complete customer interaction that incorporates the key service behaviors covered throughout the program. Group members rotate through customer, service employee, and observer roles. Observers use the service standards scorecard to assess observable performance and provide developmental feedback. **Activity 12: The Next 30 Days of Consistent Service** Participants identify priority standards that require improvement in their actual workplaces. They develop a practical improvement plan addressing service behaviors, coaching, process support, measurement, ownership, and follow-up. **Expected Outputs:** • Customer Service Standards Coaching Checklist • Individual Customer Service Standards Demonstration Feedback Sheet • Customer Service Standards Accountability Matrix • 30-Day Customer Service Standards Application and Improvement Plan

	• Clarifying Required Training or Coaching • Identifying Process and Resource Support • Defining Performance Evidence • Assigning Action Owners • Scheduling Follow-Up and Review 6. Sustaining Service Consistency • Regular Service Standards Reinforcement • Quality Monitoring • Coaching and Recognition • Service Improvement Reviews • Standard Updates and Communication • Continuous Customer-Centric Improvement	
5:00 PM	PROGRAM CLOSING	• Learning Synthesis • Individual Service Quality Commitments • Training Evaluation • Recommended Next Steps

Implementation Note: The one-day format includes small-group customer interaction demonstrations and practical service quality assessments. Organizations requiring a formal service standards manual, a company-wide quality assurance system, extended individual certification assessments, or extensive service process redesign should consider an expanded training or consultancy engagement.

10. CORE PARTICIPANT OUTPUTS

Module	Expected Participant Outputs	Intended Workplace Application
Module 1: Define the Standard	Customer Service Consistency Diagnostic Checklist; Service Promise-to-Behavior Standards Matrix; Customer Touchpoint Standards Map; Priority Standards List	Clarify customer service expectations and translate commitments into observable behaviors
Module 2: Demonstrate the Standard	Professional Customer Interaction Standards Checklist; Customer Service Language and Communication Guide; Accuracy, Responsiveness, and Ownership Guide; Handoff and Service Closure Checklist	Demonstrate consistent service behaviors across appropriate customer interactions
Module 3: Assess the Standard	Service Standards Observation Checklist; Customer Service Quality Assessment Scorecard; Service Quality Gap Analysis Worksheet; Assessment Calibration Guide	Assess service performance more consistently and identify improvement priorities
Module 4: Sustain the Standard	Service Standards Coaching Checklist; Individual Demonstration Feedback Sheet; Service Standards Accountability Matrix; 30-Day Application and Improvement Plan	Reinforce customer service standards through coaching, accountability, monitoring, and continuous improvement

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11. SAMPLE CUSTOMER SERVICE STANDARDS WORKPLACE SCENARIOS

The program incorporates practical scenarios reflecting situations encountered by customer-facing employees in Philippine organizations.

Scenario 1: Same Company, Different Service Experiences

Situation:
Two customers visit different branches of the same organization.

One customer receives a professional greeting, clear instructions, and appropriate assistance.

The other customer is ignored for several minutes and receives incomplete information.

Service Standards Challenge:
The organization must understand why the same service expectations produce different employee behaviors.

Expected Participant Response:

- Identify differences in observable service behaviors.
- Determine which standards were met or missed.
- Recognize unclear or inconsistent expectations.
- Recommend appropriate service standards reinforcement.
- Identify the role of supervisors in maintaining consistency.

Key Learning: Customers should not have to depend on which employee or branch they encounter to receive professional service.

Scenario 2: The Employee Who Never Acknowledges the Customer

Situation:
A customer approaches a service counter while an employee is completing another task.

The employee continues working without acknowledging the customer.

The customer becomes uncertain whether assistance is available.

Service Standards Challenge:
The employee must balance existing work requirements with appropriate customer acknowledgment.

Expected Participant Response:

- Recognize the customer through the approved acknowledgment practice.
- Communicate appropriately when immediate assistance is unavailable.
- Follow the applicable queue or service procedure.
- Avoid making promises that cannot be fulfilled.
- Provide a clear next step when necessary.

Key Learning: Professional acknowledgment can maintain customer confidence even when immediate service is not possible.

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Scenario 3: The Customer Receives Different Information From Two Employees

Situation:
A customer asks about the requirements for a particular service.

The first employee provides one set of instructions.

The next employee provides conflicting information.

Service Standards Challenge:
Participants must identify how accuracy and information consistency affect customer confidence.

Expected Participant Response:

- Verify requirements against approved information.
- Avoid guessing.
- Identify the source of the inconsistency.
- Provide the corrected information respectfully.
- Refer unclear policy matters to authorized personnel.
- Recommend improvement in employee access to reliable information.

Key Learning: Consistent courtesy cannot compensate for inaccurate service information.

Scenario 4: The Customer Passed From One Department to Another

Situation:
A customer is repeatedly referred between departments.

Each employee says:
"Sa kabilang department po kayo magtanong."

Nobody explains which team is responsible or how the request will be handled.

Service Standards Challenge:
The organization must strengthen service ownership and handoff quality.

Expected Participant Response:

- Identify the appropriate service owner.
- Explain the need for the referral.
- Coordinate the handoff using approved channels.
- Provide relevant information where authorized.
- Clarify what the customer should expect next.
- Avoid unnecessary repetition of the customer's request.

Key Learning: Internal coordination should simplify service for customers, not create additional work for them.

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Scenario 5: The Employee Promises an Unrealistic Completion Time

Situation:
A customer asks when a requested document will be ready.

Without checking the company's processing requirements, an employee promises completion within the hour.

The request actually requires additional verification and authorization.

Service Standards Challenge:
The employee must recognize the importance of accurate and realistic service commitments.

Expected Participant Response:

- Verify the applicable processing requirements.
- Avoid unsupported guarantees.
- Explain the approved service timeframe.
- Clarify relevant dependencies.
- Communicate appropriate next steps.
- Coordinate any necessary follow-up.

Key Learning: Service responsiveness must be balanced with accuracy and operational reality.

Scenario 6: The Professional-Sounding Employee Who Gives No Clear Next Step

Situation:
An employee speaks politely throughout a customer inquiry.

However, the employee ends the interaction without explaining what will happen next or who is responsible.

The customer later contacts the company again.

Service Standards Challenge:
Participants must recognize that politeness alone does not constitute complete customer service.

Expected Participant Response:

- Confirm the customer's request.
- Explain any completed actions.
- Clarify outstanding requirements.
- Identify the responsible next action.
- Communicate applicable follow-up arrangements.
- Close the interaction professionally.

Key Learning: Service quality includes clarity, ownership, and completion—not courtesy alone.

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Scenario 7: The Inconsistent Telephone, Email, and Face-to-Face Experience

Situation:
A company maintains professional standards for face-to-face interactions.

However, employees communicating through telephone and email channels use inconsistent language, provide incomplete information, and often overlook follow-through.

Service Standards Challenge:
The organization must apply common service principles across channels while recognizing their different operating requirements.

Expected Participant Response:

- Identify shared customer service commitments.
- Define appropriate channel-specific behaviors.
- Review approved response-time requirements.
- Establish consistent information standards.
- Clarify documentation and follow-up expectations.

Key Learning: Different channels may require different methods but should support consistent service quality.

Scenario 8: The Customer Requiring Additional Assistance

Situation:
A customer needs additional assistance understanding the organization's service requirements.

The employee becomes impatient and repeatedly gives the same explanation without checking whether the customer understands.

Service Standards Challenge:
The employee must demonstrate respectful, clear, and inclusive service.

Expected Participant Response:

- Remain professional and respectful.
- Clarify the customer's specific difficulty.
- Explain information in simpler terms.
- Use an alternative explanation where appropriate.
- Follow approved accessibility and accommodation arrangements.
- Confirm understanding without embarrassing the customer.

Key Learning: Consistent standards should support fair and respectful service while accommodating relevant customer needs.

Scenario 9: The Supervisor Who Gives Subjective Service Ratings

Situation:
Two supervisors observe the same employee interaction.

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One gives the employee an excellent rating because the employee smiled and sounded friendly.

The other gives a low rating because the transaction took longer than expected.

Neither supervisor uses a defined quality assessment guide.

Service Standards Challenge:
The organization must improve assessment consistency and fairness.

Expected Participant Response:

- Identify the specific service standards being evaluated.
- Review observable evidence.
- Apply defined rating criteria.
- Distinguish employee-controlled behaviors from external constraints.
- Conduct quality calibration.
- Recommend clarification of ambiguous standards.

Key Learning: Fair service quality assessment requires clear criteria and relevant evidence.

Scenario 10: The Employee Who Is Blamed for a System Problem

Situation:
Customer requests are repeatedly delayed because of an unreliable system.

Employees are criticized for failing to meet response standards even though they do not control the system outage.

Service Standards Challenge:
Participants must distinguish employee performance gaps from operational barriers.

Expected Participant Response:

- Review the approved service requirement.
- Verify the cause of the delay.
- Determine which actions employees could reasonably perform.
- Communicate delays through approved channels.
- Escalate the system problem.
- Identify alternative processes where authorized.
- Recommend an operational improvement.

Key Learning: Service quality improvement must address process and resource constraints as well as employee behavior.

Scenario 11: The Employee Who Refuses to Follow Updated Service Standards

Situation:
A company introduces a clearer customer acknowledgment and information verification standard.

An experienced employee says:
"Matagal na akong nagtatrabaho dito. Alam ko na kung paano makipag-usap sa customer."

The employee continues using previous practices.

Service Standards Challenge:
The supervisor must reinforce expectations while maintaining a respectful coaching relationship.

Expected Participant Response:

- Clarify the approved standard.
- Explain its relevance.
- Demonstrate the required behavior.
- Observe actual performance.
- Provide constructive feedback.
- Allow appropriate practice.
- Apply normal performance management procedures if necessary.

Key Learning: Experience is valuable, but employees remain responsible for applying current approved standards.

Scenario 12: The Organization With High Customer Satisfaction but Weak Quality Compliance

Situation:
A customer service department reports generally positive customer satisfaction scores.

However, quality assessments reveal that employees frequently omit verification steps, fail to document interactions, or provide incomplete service information.

Service Standards Challenge:
Management must distinguish customer perceptions from compliance with defined service standards.

Expected Participant Response:

- Review both customer feedback and service quality results.
- Identify which required behaviors were missed.
- Evaluate the possible consequences.
- Recognize critical service requirements.
- Recommend appropriate coaching and process improvements.
- Monitor both behavioral compliance and customer experience.

Key Learning: Customer satisfaction is important, but it cannot replace assessment of critical service requirements.

12. PRACTICAL CUSTOMER SERVICE STANDARDS TOOLS INTRODUCED

12.1. Customer Service Standards Diagnostic Checklist

Participants use a structured checklist to identify whether their organization has clear and practical standards.

Service Dimension	Diagnostic Question
Customer Acknowledgment	Do employees know how customers should be acknowledged in different service situations?

Professional Communication	Are appropriate verbal, written, and nonverbal behaviors clearly defined?
Courtesy and Respect	Are employees trained to demonstrate respectful and fair customer treatment?
Service Accuracy	Do employees know which information sources and verification practices to use?
Responsiveness	Are appropriate service response expectations communicated clearly?
Service Ownership	Do employees understand their responsibility for completing or appropriately handing off customer requests?
Service Handoffs	Are employees aware of the expected coordination and customer communication behaviors?
Service Closure	Are employees expected to confirm outcomes and clarify next steps?
Consistency	Are service behaviors consistent across relevant teams, branches, and channels?
Monitoring	Does the organization use appropriate evidence to evaluate service quality?
Feedback	Do employees receive specific and constructive service performance feedback?
Continuous Improvement	Are recurring service gaps addressed through appropriate improvement actions?

12.2. Service Promise-to-Behavior Standards Matrix

Participants practice converting organizational promises into employee actions.

Customer Service Promise	Observable Employee Behavior	Possible Assessment Evidence
We Treat Customers With Respect	Uses appropriate language and maintains professional conduct	Interaction observation
We Provide Accurate Information	Verifies relevant facts using authorized references	Information quality review
We Respond Appropriately	Follows approved acknowledgment and response requirements	Response records and observation
We Take Ownership	Identifies the next required action and appropriate responsible person	Case records and interaction review
We Communicate Clearly	Explains requirements, limitations, and next steps understandably	Interaction observation
We Protect Customer Information	Uses authorized systems and appropriate information-handling practices	Compliance or quality review
We Deliver Consistent Service	Demonstrates approved behaviors across relevant customer touchpoints	Multi-channel service quality reviews

12.3. Customer Touchpoint Standards Map

Customer Touchpoint	Possible Standard	Expected Employee Behavior
First Contact	Professional Acknowledgment	Acknowledge the customer through approved greeting and service practices

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Needs Identification	Attentive Listening	Listen, ask relevant questions, and confirm understanding
Information Delivery	Accuracy and Clarity	Provide verified, understandable information
Request Processing	Timeliness and Reliability	Follow approved processes and service timeframes
Service Handoff	Ownership and Coordination	Explain the handoff and communicate the next responsible action
Customer Follow-Up	Accountability	Complete approved follow-through actions and updates
Service Closure	Confirmation and Courtesy	Clarify the outcome or next steps and close professionally

12.4. Professional Customer Interaction Standards Checklist

Participants use the following sequence:
ACKNOWLEDGE → LISTEN → CLARIFY → INFORM → ASSIST → CONFIRM

Acknowledge
- Recognize the customer appropriately.
- Use an approved professional greeting.
- Maintain suitable attention.

Listen
- Allow the customer to explain the request.
- Avoid unnecessary interruption.
- Demonstrate appropriate interest.

Clarify
- Ask relevant questions.
- Verify important information.
- Confirm understanding.

Inform
- Explain applicable requirements.
- Provide accurate information.
- Communicate limitations appropriately.

Assist
- Take appropriate action.
- Coordinate with relevant personnel.
- Maintain suitable ownership.

Confirm
- Summarize the outcome.
- Explain next steps.
- Confirm appropriate follow-through.
- Close professionally.

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12.5. Customer Service Language and Communication Guide

Less Effective Expression	More Professional Alternative
"Hindi ko alam."	"Let me verify the information through the appropriate source."
"Wala akong magagawa."	"Let me explain what options are available under our current process."
"Hindi ko department 'yan."	"The appropriate department handles this request. Let me guide you on the next step."
"Hintay ka lang."	"Please allow me to check the current status and provide the available information."
"Bawal talaga."	"Our current policy has specific requirements. Let me explain those requirements."
"Balik na lang kayo."	"Let me clarify what information or requirements are needed before your next visit."
"Hindi ko problema 'yan."	"Let me help identify the appropriate person or next action for your concern."
"Ganyan talaga ang proseso."	"I understand your concern. Let me explain the reason for the applicable process and the next available step."

Employees must still communicate truthful information and avoid promises beyond their authority.

12.6. Accuracy, Responsiveness, and Ownership Checklist

Accuracy

- Is the information correct?
- Was it verified where necessary?
- Were relevant limitations explained?
- Was important information omitted?

Responsiveness

- Was the customer acknowledged appropriately?
- Were approved response expectations followed?
- Were delays communicated?
- Was the employee proactive within their authority?

Ownership

- Did the employee identify the appropriate next step?
- Was the responsible person or department clarified?
- Was the handoff communicated?
- Was follow-through documented where required?

12.7. Customer Service Quality Assessment Scorecard

A practical five-point behavioral rating scale may be used:
1 — Does Not Meet the Standard
2 — Partially Meets the Standard
3 — Meets the Standard
4 — Consistently Meets the Standard
5 — Demonstrates Highly Proficient Performance

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Service Quality Competency	Observable Assessment Criteria
Professional Acknowledgment	Acknowledges the customer appropriately
Professional Communication	Uses clear and respectful language
Active Listening	Demonstrates attention and appropriate clarification
Information Accuracy	Provides reliable information using appropriate sources
Responsiveness	Follows relevant acknowledgment and response requirements
Service Ownership	Identifies and communicates responsible next actions
Service Handoff	Coordinates appropriately and communicates transitions
Service Closure	Confirms outcomes or pending actions and closes professionally
Customer Information Handling	Observes appropriate confidentiality and information security
Overall Consistency	Demonstrates required service behaviors throughout the interaction

Organizations may assign weights and identify critical requirements according to their actual service risks and business priorities.

An employee's score should not be calculated from criteria that were not observable or applicable to the interaction.

12.8. Service Quality Observation and Calibration Guide

Before Observation

- Identify the applicable service standards.
- Confirm that the assessment criteria are understood.
- Select an appropriate interaction.
- Use an authorized observation or recording method.

During Observation

- Record observable behavior.
- Avoid unsupported judgments.
- Identify relevant information.
- Note the context of the interaction.

After Observation

- Compare performance with the standard.
- Identify strengths.
- Identify gaps.
- Record supporting evidence.
- Discuss differences in ratings.
- Clarify ambiguous assessment criteria.
- Recommend appropriate improvement actions.

12.9. Service Quality Gap Analysis Worksheet

Participants learn to examine:

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1. What standard should have been demonstrated?
2. What actually happened?
3. What evidence supports the observation?
4. What was the effect on service quality?
5. Was the cause related to knowledge, skill, process, resources, or unclear expectations?
6. What improvement is needed?
7. Who should be responsible?
8. What support is required?
9. How will improvement be verified?
10. When should performance be reviewed?

12.10. Service Standards Coaching Guide

The program introduces a practical feedback sequence:
STANDARD → OBSERVATION → IMPACT → IMPROVEMENT → RECHECK

Standard: Explain the relevant service expectation.

Observation: Describe what the employee actually did.

Impact: Explain the effect of the behavior.

Improvement: Agree on a specific action.

Recheck: Observe or review the employee's next performance opportunity.

Example:
"Our customer service standard requires us to explain the responsible next action before referring a customer.
During the interaction, you directed the customer to another department without clarifying who would handle the request.
Next time, identify the correct department and explain the handoff using the approved process.
Let's practice that part again."

12.11. Customer Service Standards Accountability Matrix

Role	Typical Responsibility
Frontline Employees	Understand and demonstrate applicable service standards
Team Leaders and Supervisors	Observe service performance, coach employees, and reinforce standards
Operations Management	Provide appropriate processes, resources, and operational support
Quality Assurance Personnel	Evaluate service performance using approved criteria and support calibration
Training and L&D	Develop employee understanding and capability through relevant learning interventions
Customer Experience or Service Management	Review relevant service quality trends and recommend experience improvements
Senior Management	Approve strategic service commitments, provide resources, and support accountability

Actual organizational responsibilities depend on the company's structure and delegation of authority.

12.12. 30-Day Customer Service Standards Application and Improvement Plan

Timeline	Focus	Illustrative Actions	Expected Output
Days 1–7	Understand and Verify	Review approved standards, identify personal gaps, clarify requirements	Priority Service Standards Checklist
Days 8–14	Practice and Apply	Demonstrate required behaviors, participate in coaching, improve service handoffs	Service Behavior Practice Record
Days 15–21	Observe and Improve	Assess relevant customer interactions, identify gaps, address performance barriers	Service Quality Review Notes
Days 22–30	Reinforce and Review	Check improvements, complete follow-through, recommend additional support	30-Day Service Standards Improvement Review

13. TRAINING METHODS AND MSS ENTERTRAINMENT® APPROACH

The program follows MSS Corporation's EnterTRAINment® methodology, which emphasizes active participation, practical application, service quality demonstration, assessment, and feedback.

Approximately 30% of the net learning time consists of:

- Concise Facilitator Discussions.
- Service Standards Concepts.
- Customer Service Demonstrations.
- Practical Workplace Examples.
- Guided Quality Assessment Explanations.
- Learning Synthesis.
- Facilitator Feedback.

Approximately 70% consists of:

- Service Consistency Diagnostics.
- Service Promise-to-Behavior Workshops.
- Customer Touchpoint Mapping.
- Customer Greeting and Communication Practice.
- Service Language Makeovers.
- Accuracy and Ownership Challenges.
- Customer Handoff Simulations.
- Service Quality Observation.
- Quality Scorecard Application.
- Assessment Calibration Workshops.
- Service Standards Coaching Role-Plays.
- Complete Customer Interaction Simulations.
- Peer Feedback.
- Individual Improvement Planning.

The program demonstrates the same standards-based approach that participants are expected to apply in their own workplaces.

14. TARGET PARTICIPANTS

This Customer Service Standards Training in the Philippines is recommended for:

- Customer Service Representatives.
- Customer Service Associates.
- Frontline Service Employees.
- Customer Relations Officers.
- Customer Service Officers.
- Customer Service Supervisors.
- Customer Service Managers.
- Customer Experience Professionals.
- Service Quality Assurance Personnel.
- Quality Analysts.
- Quality Assurance Supervisors.
- Front Desk Personnel.
- Receptionists.
- Branch Employees.
- Branch Supervisors.
- Branch Managers.
- Retail Store Personnel.
- Store Supervisors.
- Store Managers.
- Sales and After-Sales Service Employees.
- Call Center Agents.
- Contact Center Team Leaders.
- Operations Supervisors.
- Operations Managers.
- Service Desk Personnel.
- Administrative Employees With Customer-Facing Responsibilities.
- Technical Support Personnel.
- Hospitality Service Personnel.
- Service Training Officers.
- Learning and Development Professionals.
- Internal Customer Service Trainers.
- Department Heads Responsible for Service Quality.

The program is especially relevant to employees and managers whose performance affects the consistency of customer experiences.

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15. INDUSTRIES THAT MAY BENEFIT

The program may be customized for:

- Retail.
- Banking and Financial Services.
- Insurance.
- Business Process Outsourcing.
- Contact Centers.
- Shared Services.
- Hospitality.
- Hotels and Resorts.
- Tourism.
- Restaurants and Food Service.
- Healthcare.
- Clinics and Hospitals.
- Telecommunications.
- Information Technology Services.
- Real Estate.
- Property Management.
- Automotive.
- Automotive Dealerships.
- Distribution.
- Logistics.
- E-Commerce.
- Professional Services.
- Educational Institutions.
- Cooperatives.
- Utilities.
- Government Frontline Service Offices.
- Other Customer-Facing Organizations.

The exact standards must reflect the industry, nature of services, applicable legal requirements, organizational commitments, and operating environment.

For example:
A bank may emphasize verification, confidentiality, accuracy, and appropriate customer communication.

A hotel may emphasize guest acknowledgment, service professionalism, coordination, and timely assistance.

A healthcare provider may emphasize respectful patient interaction, clear service information, privacy, and appropriate care coordination.

A retail business may emphasize customer acknowledgment, product information accuracy, appropriate assistance, and transaction closure.

A government service office may need to align its service practices with its approved Citizen's Charter and applicable service-delivery requirements.

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16. RECOMMENDED NUMBER OF PARTICIPANTS

In-House Corporate Training

Recommended Group Size: Approximately 12–20 Participants

This allows meaningful practice in:

- Service Standards Interpretation.
- Customer Interaction Demonstrations.
- Service Quality Assessment.
- Service Language Exercises.
- Customer Handoff Simulations.
- Coaching Role-Plays.
- Service Quality Calibration.
- Workplace Improvement Planning.

Larger groups may be accommodated through structured teams, additional facilitation support, or multiple training batches.

Public Seminars

Recommended Group Size: Approximately 15–25 Participants

This supports:

- Practical Service Standards Exercises.
- Cross-Industry Case Discussions.
- Customer Interaction Simulations.
- Service Quality Evaluation.
- Peer Feedback.
- Professional Networking.

Actual capacity should reflect venue arrangements, delivery mode, simulation requirements, and facilitator support.

17. DELIVERY OPTIONS

The program may be delivered through:

- Face-to-Face In-House Corporate Training.
- Onsite Customer Service Training.
- Offsite Corporate Workshops.
- Live Online Instructor-Led Training.
- Hybrid Training.
- Public Customer Service Standards Seminars.
- Customer Service Quality Development Programs.
- Frontline Service Training.
- Customer Experience Development.
- Branch Service Standardization Workshops.
- Customer Service Quality Assurance Training.

- Multi-Session Service Excellence Development Programs.

Face-to-face delivery is especially appropriate for behavioral demonstrations, observation, group exercises, and service quality calibration.

Live online delivery may incorporate digital quality scorecards, virtual customer simulations, breakout-room exercises, collaborative standards mapping, and facilitator feedback.

18. AVAILABLE PROGRAM FORMATS

18.1. Half-Day Customer Service Standards Essentials
Duration: Approximately Four Hours
Number of Modules: Exactly Two

Module 1: Understanding and Applying Customer Service Standards

Topics and Subtopics:

1. Customer Service Standards Fundamentals
   - What Customer Service Standards Mean.
   - Customer Service Promises.
   - Customer Expectations.
   - Service Quality Dimensions.
   - Consistency Across Customer Touchpoints.

2. Translating Standards Into Behaviors
   - General Versus Observable Standards.
   - Customer Acknowledgment.
   - Courtesy.
   - Active Listening.
   - Information Accuracy.
   - Responsiveness.
   - Service Ownership.

3. Applying Professional Service Behaviors
   - Customer Greeting.
   - Needs Clarification.
   - Clear Communication.
   - Professional Assistance.
   - Service Closure.

Major Activity: From Customer Service Promise to Demonstrated Behavior

Participants convert common service promises into observable standards and practice an appropriate customer interaction.

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Expected Outputs:
- Customer Service Standards Checklist.
- Service Promise-to-Behavior Matrix.
- Customer Interaction Practice Feedback.

Module 2: Service Quality Assessment and Continuous Improvement

Topics and Subtopics:

1. Service Quality Observation
   - Identifying Observable Behaviors.
   - Understanding Quality Assessment Criteria.
   - Distinguishing Facts From Impressions.

2. Consistency and Service Ownership
   - Appropriate Handoffs.
   - Communication of Next Steps.
   - Follow-Through.
   - Coordination.

3. Improving Service Performance
   - Service Quality Gaps.
   - Constructive Feedback.
   - Coaching.
   - Service Improvement Planning.

Major Activity: Assess and Improve the Customer Interaction

Participants review a fictional customer service scenario, assess it against a basic scorecard, identify gaps, and develop corrective actions.

Expected Outputs:
- Service Quality Assessment Checklist.
- Individual Service Standards Improvement Plan.

18.2. One-Day Customer Service Standards Training
Duration: 8:00 AM–5:00 PM
Number of Modules: Exactly Four
Recommended for the complete MSS S.T.A.N.D.A.R.D.™ Customer Service Quality Framework.

The modules are:
1. Define the Standard.
2. Demonstrate the Standard.
3. Assess the Standard.
4. Sustain the Standard.

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The one-day program includes 12 major practical activities, customer service demonstrations, quality calibration, coaching, and application planning.

18.3. Two-Day Intensive Customer Service Standards Workshop

Recommended when organizations require deeper skills practice and more extensive service standards development.

Day 1 — Service Standards and Behavioral Consistency
- Service Commitments.
- Customer Expectations.
- Observable Service Behaviors.
- Customer Touchpoints.
- Frontline Communication.
- Service Accuracy.
- Responsiveness.
- Service Ownership.
- Channel-Specific Standards.
- Service Handoffs.

Day 2 — Service Quality Assessment and Improvement
- Service Observation.
- Quality Scorecards.
- Service Standards Compliance.
- Assessment Calibration.
- Quality Coaching.
- Complete Service Demonstrations.
- Team Quality Improvement Planning.
- Service Standards Reinforcement.
- Monitoring and Accountability.

18.4. Three-Day Customer Service Standards Development and Implementation Workshop

Recommended for organizations seeking to clarify or strengthen their actual service standards and internal implementation approach.

Day 1 — Service Standards Diagnosis and Definition
- Current Customer Service Commitments.
- Customer Journey Review.
- Existing Standards Assessment.
- Service Gap Identification.
- Draft Observable Standards.
- Priority Customer Touchpoints.

Day 2 — Standards Application and Service Quality Assessment
- Service Behavioral Demonstrations.
- Channel-Specific Standards.
- Service Ownership and Handoffs.

- Quality Assessment Criteria.
- Observation Checklists.
- Assessment Calibration.

Day 3 — Service Standards Implementation and Sustainability

- Coaching and Refresher Training.
- Service Quality Monitoring.
- Employee and Management Responsibilities.
- Improvement Initiative Planning.
- Service Standards Scorecards.
- 30–60–90-Day Implementation Roadmap.
- Management Review of Proposed Standards.

Formal service standards approval, detailed process redesign, systems integration, and organization-wide rollout should be separately scoped where necessary.

18.5. Multi-Session Customer Service Standards Development Program

The program may be delivered through shorter sessions over several weeks.

Between sessions, participants may complete workplace assignments involving:

- Observing Service Performance.
- Applying Customer Service Standards.
- Reviewing Service Quality Results.
- Conducting Customer Interaction Practice.
- Improving Handoffs.
- Participating in Coaching.
- Reviewing Customer Feedback.
- Implementing Service Improvements.

This format is appropriate for organizations seeking continuous practice, coaching, and monitoring.

19. CUSTOMIZATION FOR IN-HOUSE CORPORATE TRAINING

MSS Corporation may customize the training according to the requesting organization's customer service environment, existing standards, service channels, organizational policies, and service quality goals.

Customization may involve:

- Customer Service Vision and Values.
- Customer Service Promises.
- Customer Experience Standards.
- Frontline Service Guidelines.
- Approved Service Protocols.
- Customer Service SOPs.
- Service-Level Agreements.
- Response-Time Targets.

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- Customer Communication Guidelines.
- Quality Assurance Scorecards.
- Customer Feedback Summaries.
- Service Quality Reports.
- Customer Journey Maps.
- Branch Service Requirements.
- Telephone, Email, and Chat Standards.
- Service Handoff Procedures.
- Approved Escalation Arrangements.
- Employee Performance Expectations.
- Existing Coaching Practices.
- Service Quality Improvement Priorities.

Example: Retail Organization

Participants may practice:

- Customer Greeting Standards.
- Professional Product Assistance.
- Information Accuracy.
- Transaction Support.
- Service Ownership.
- Store-Level Service Consistency.
- Customer Service Observation.

Example: Banking and Financial Services Organization

Participants may practice:

- Customer Acknowledgment.
- Clear Service Information.
- Appropriate Verification.
- Confidentiality.
- Accurate Communication.
- Professional Referrals.
- Service Quality Assessment.

Example: Hospitality Organization

Participants may practice:

- Guest Arrival and Acknowledgment.
- Guest Communication.
- Professional Service Language.
- Guest Request Coordination.
- Service Timeliness.
- Appropriate Handoffs.
- Service Quality Consistency.

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Example: Healthcare Organization

Participants may practice:

- Patient and Visitor Acknowledgment.
- Professional Front Desk Communication.
- Clear Service Instructions.
- Respectful Assistance.
- Information Confidentiality.
- Appropriate Departmental Coordination.
- Service Quality Observation.

The program does not substitute for clinical care standards or professional healthcare protocols.

Example: Contact Center or BPO Organization

Participants may practice:

- Customer Interaction Quality.
- Listening and Clarification.
- Information Accuracy.
- Call Ownership.
- Appropriate Transfers.
- Closing Standards.
- Quality Scorecard Calibration.

Example: Real Estate and Property Management

Participants may practice:

- Resident and Customer Inquiries.
- Professional Service Communication.
- Request Acknowledgment.
- Service Coordination.
- Appropriate Follow-Up.
- Closure and Documentation.
- Cross-Departmental Consistency.

Customization Objective: Ensure that employees practice and demonstrate the standards that actually govern the organization's customer interactions.

20. APPLICATION FOR PUBLIC CUSTOMER SERVICE STANDARDS SEMINARS

For public seminars, participants may come from different industries, organizations, and customer-facing roles.

The program therefore emphasizes universal service quality principles while allowing participants to relate the learning to their own workplace requirements.

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Public seminar activities may include:

- Customer Service Standards Diagnostics.
- Service Promise-to-Behavior Exercises.
- Customer Touchpoint Mapping.
- Professional Service Communication Practice.
- Customer Interaction Simulations.
- Service Accuracy and Ownership Challenges.
- Customer Handoff Practice.
- Service Quality Observation.
- Quality Scorecard Application.
- Customer Service Coaching Exercises.
- Personal Service Improvement Planning.

The public seminar format is particularly suitable for:

- Customer Service Representatives.
- Frontline Employees.
- Customer Relations Personnel.
- Front Desk Employees.
- Receptionists.
- Sales and Service Personnel.
- Branch Supervisors.
- Team Leaders.
- Customer Service Managers.
- Quality Assurance Professionals.
- Internal Customer Service Trainers.

Participants may compare service practices across industries while recognizing that actual organizational service standards and operating requirements differ.

Interested participants may inquire about available 2027 public seminar dates, venues, delivery modes, registration requirements, participation investments, and program inclusions once confirmed.

21. RECOMMENDED LEARNING AND BUSINESS PERFORMANCE EVALUATION

MSS Corporation recommends evaluating Customer Service Standards Training through observable employee behaviors, service quality assessment, and workplace application.

The evaluation should examine:

- What participants understood before training.
- What customer service standards knowledge they acquired.
- What behaviors they demonstrated during training.
- Whether they can identify service quality gaps.
- Whether they apply the standards after training.
- Whether service quality monitoring shows meaningful improvement over time.

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Recommended Evaluation Framework

Evaluation Stage	Recommended Method	What It Measures
Before Training	Customer Service Standards Knowledge Assessment and Self-Assessment	Baseline understanding of standards and service responsibilities
During Training	Customer Interaction Exercises and Service Standards Simulations	Practical application of service behaviors
Immediately After Training	Complete Service Demonstration and Quality Scorecard	Observable service standards competence
30 Days After Training	Supervisor Observation and Coaching Review	Early workplace application
60 Days After Training	Service Quality Review and Calibration	Progress in service consistency and assessment reliability
90 Days After Training	Service Standards Improvement Review	Sustained application and remaining improvement needs

Sample Customer Service Standards Competency Assessment

A five-point behavioral rating scale may be used:
1 — Does Not Meet the Standard
2 — Partially Meets the Standard
3 — Meets the Standard
4 — Consistently Meets the Standard
5 — Highly Proficient Performance

Competency	Observable Performance Indicator
Customer Acknowledgment	Acknowledges customers according to the applicable service standard
Professionalism	Demonstrates appropriate conduct and respectful communication
Active Listening	Attends to the customer and clarifies relevant needs
Information Accuracy	Provides correct and reliable service information
Responsiveness	Follows relevant service acknowledgment and response expectations
Service Ownership	Identifies and communicates appropriate next actions
Service Coordination	Demonstrates effective and authorized handoffs
Customer Communication	Explains requirements, limitations, and next steps clearly
Service Closure	Confirms outcomes or pending actions and closes appropriately
Service Standards Compliance	Consistently demonstrates applicable approved standards

Possible Post-Training Service Quality Indicators

Organizations may monitor:

- Customer Acknowledgment Compliance.
- Service Quality Assessment Scores.
- Professional Communication Quality.

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- Information Accuracy.
- Approved Response-Time Compliance.
- Appropriate Service Ownership.
- Handoff Quality.
- Service Follow-Up Completion.
- Service Documentation Accuracy.
- Repeat Customer Contacts for Unresolved Matters.
- Customer Feedback Trends.
- Customer Satisfaction.
- Service Standards Coaching Completion.
- Improvements in Selected Service Quality Gaps.

Service Quality Measurement Considerations

Organizations should distinguish between:

Leading Indicators
Measures that may help identify whether employees are applying expected service behaviors.

Examples include quality observation results, completion of coaching, and compliance with defined customer acknowledgment requirements.

Outcome Indicators
Measures that help evaluate the broader customer experience or service results.

Examples include customer satisfaction, repeat customer contacts, and relevant service resolution results.

These measures should be interpreted together.

For example:
A low customer satisfaction score does not automatically mean the frontline employee violated a service standard.

The dissatisfaction may relate to company policy, product availability, pricing, processing requirements, or other matters outside the employee's control.

Similarly, high customer satisfaction does not automatically establish that critical service requirements were followed.

The objective should not merely be:
"Did the employees learn the customer service standards?"

A stronger evaluation question is:
"Can employees now demonstrate the approved customer service standards consistently, and can supervisors and managers identify, assess, and address service quality gaps using observable evidence?"

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22. PROFESSIONAL, LEGAL, QUALITY, AND ORGANIZATIONAL BOUNDARIES

Customer service standards must be applied responsibly and in accordance with the organization's actual policies, authorized procedures, and applicable legal requirements.

22.1. Customer Service Standards and Quality Management

Customer service standards may be informed by internationally recognized quality management principles.

Relevant references include:

ISO 9001:2026 — Quality Management Systems
The standard addresses customer focus, process consistency, monitoring, performance evaluation, and continual improvement.

ISO 10001:2018 — Customer Satisfaction Codes of Conduct
This standard provides guidelines for organizations concerning commitments made to customers.

ISO 10004:2018 — Monitoring and Measuring Customer Satisfaction
This standard provides guidance for implementing processes to monitor and measure customer satisfaction.

The program may introduce practical concepts consistent with these references.

However, completion of this training does not establish ISO certification or demonstrate that an organization complies with the full requirements of a particular ISO standard.

22.2. Philippine Data Privacy and Customer Information Handling

Employees should understand the importance of:

- Collecting Customer Information for Legitimate Purposes.
- Accessing Customer Records Only When Authorized.
- Avoiding Unnecessary Disclosure.
- Using Approved Service Information Systems.
- Protecting Confidential Customer Details.
- Following Proper Documentation Procedures.
- Referring Suspected Privacy Incidents Through Approved Channels.

Republic Act No. 10173, or the Data Privacy Act of 2012, establishes principles including transparency, legitimate purpose, and proportionality in personal information processing.

The program develops appropriate awareness but does not replace specialized Data Privacy Training.

22.3. Service Standards in Philippine Government Offices

Government agencies and relevant public-sector service providers may have specific service standards under applicable laws and issuances.

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Republic Act No. 11032, or the Ease of Doing Business and Efficient Government Service Delivery Act of 2018, provides requirements involving the Citizen's Charter, which communicates service procedures, requirements, responsible personnel, fees, and processing times.

For government clients, training content should be customized according to the agency's approved Citizen's Charter, actual service obligations, and applicable regulations.

Private companies should not assume that the government's processing-time rules automatically apply to their commercial service transactions.

22.4. Professional and Inclusive Customer Treatment

Employees should be trained to:

- Treat Customers Respectfully.
- Avoid Unnecessary Discrimination.
- Apply Approved Service Standards Fairly.
- Recognize Customers Who Require Additional Assistance.
- Communicate Clearly and Appropriately.
- Respect Personal Boundaries.
- Avoid Humiliating Customers.
- Follow Applicable Accessibility and Accommodation Requirements.
- Seek Appropriate Support When Necessary.

Uniform service standards should not be interpreted as requiring exactly the same communication method for every customer.

Professional service may require appropriate adjustments to meet legitimate customer needs.

22.5. Service Standards Versus Authorized Service Decisions

Employees should not be encouraged to:

- Make Unauthorized Discounts or Refunds.
- Promise Services Beyond Company Capability.
- Ignore Verification Requirements.
- Bypass Required Approvals.
- Disclose Confidential Customer Information.
- Alter Official Service Records Improperly.
- Misrepresent Service Availability.
- Guarantee Outcomes They Cannot Control.
- Apply Inconsistent Exceptions Without Authorization.

Excellent service requires both appropriate customer care and compliance with legitimate organizational requirements.

22.6. Program Scope and Limitations

This program develops practical customer service standards awareness, behavioral consistency, service quality assessment, coaching, and improvement planning.

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It does not automatically include:

- Comprehensive Customer Service Policy Development.
- Full Service Operations Audit.
- Organization-Wide Customer Journey Research.
- Complete ISO Management System Implementation.
- ISO Certification.
- Detailed Customer Service Protocol Design.
- Full Customer Complaint Management System Development.
- Advanced Statistical Quality Control.
- Comprehensive Customer Satisfaction Survey Design.
- Advanced Customer Experience Analytics.
- Full Contact Center Quality Assurance System Development.
- Extensive Process Reengineering.
- Organization-Wide Service Standards Rollout.
- Specialized Legal or Regulatory Compliance Advice.

These may be addressed through separately scoped training or consultancy services.

23. FREQUENTLY ASKED QUESTIONS

What is Customer Service Standards Training in the Philippines?
Customer Service Standards Training in the Philippines is a practical corporate training program designed to help employees understand, demonstrate, apply, and maintain consistent customer service quality expectations.

It covers customer service promises, professional service behaviors, customer communication, responsiveness, accuracy, service ownership, customer touchpoints, quality assessments, and continuous improvement.

What is Training on Customer Service Standards in the Philippines?
Training on Customer Service Standards in the Philippines equips frontline employees, customer service representatives, supervisors, managers, and quality assurance professionals with practical skills for translating organizational service expectations into observable and measurable behaviors.

Participants practice customer interactions, evaluate service quality, and identify improvements.

Why are customer service standards important?
Customer service standards help organizations clarify expectations, improve consistency, support employee development, and establish a basis for evaluating service performance.

They reduce unnecessary differences in service quality across employees, teams, branches, and channels.

What are examples of customer service standards?

Examples may include:

- Professional Customer Greetings.
- Appropriate Customer Acknowledgment.
- Respectful Communication.

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- Active Listening.
- Accurate Information Delivery.
- Approved Response-Time Requirements.
- Appropriate Service Ownership.
- Professional Customer Handoffs.
- Clear Service Closure.
- Responsible Customer Information Handling.

Specific standards should be based on the organization's actual services, policies, and operational requirements.

How can a company develop customer service standards?

Organizations can begin by:

1. Clarifying customer service commitments.
2. Understanding customer expectations.
3. Identifying important customer touchpoints.
4. Translating expectations into observable behaviors.
5. Establishing appropriate measures and criteria.
6. Training employees.
7. Monitoring service performance.
8. Providing feedback and making improvements.

Is Customer Service Standards Training the same as Customer Service Excellence Training?
No.

Customer Service Excellence Training generally covers a broader range of customer-centric behaviors, communication, service mindset, and customer experience practices.

Customer Service Standards Training focuses more specifically on understanding, demonstrating, evaluating, and consistently applying defined service requirements.

What is the difference between Customer Service Standards and Customer Service Protocols?
Customer Service Standards describe the expected level or quality of service and the behaviors employees should demonstrate.

Customer Service Protocols describe the approved actions, procedures, workflows, decision rules, and escalation requirements employees must follow.

The two are closely related but serve different purposes.

What is the difference between customer service standards and SOPs?
Service standards define expected performance or service quality.

Standard Operating Procedures explain how specific tasks or processes should be completed.

An SOP may support compliance with a service standard.

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What is the difference between customer service standards and SLAs?
Customer service standards may include both behavioral and measurable expectations.

Service-level agreements typically define agreed performance commitments between relevant parties, such as response times, service availability, or completion requirements.

An SLA may incorporate some service standards.

What is the difference between customer service standards and KPIs?
Customer service standards define expected performance.

KPIs measure selected aspects of that performance.

For example, an approved service standard may require acknowledgment within a defined time, while a KPI may measure the percentage of interactions meeting that requirement.

Does the program teach customer service communication?
Yes.

Participants practice professional greetings, active listening, needs clarification, respectful language, accurate explanations, customer assistance, and professional service closure.

Does the program cover professional telephone service?
Yes, as one of the applicable customer service channels.

However, detailed telephone techniques, message taking, holds, transfers, and call handling are addressed more comprehensively in Professional Telephone Call Handling Training.

Does the program include email and chat service standards?
Yes.

Participants are introduced to appropriate standards for written communication, acknowledgment, accuracy, professionalism, response expectations, and follow-through.

Does the training cover service quality assurance?
Yes, at a practical foundational level.

Participants learn to use service quality observation criteria, customer interaction assessments, quality scorecards, and calibration exercises.

Does it teach how to measure customer service standards compliance?
Yes.

The program introduces service behavior checklists, quality rating criteria, supervisor observation, and relevant performance indicators.

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Does the program cover customer satisfaction?
Yes, as a related service outcome.

However, comprehensive customer satisfaction survey development and analysis are addressed more deeply in Customer Satisfaction Measurement Training.

Does the training cover customer complaints?
It introduces relevant service standards for responding professionally to concerns and following appropriate escalation arrangements.

Detailed complaint investigation, complaint resolution, and recovery techniques belong to specialized Complaint Handling and Service Recovery Training.

Does the program teach how to handle angry customers?
It provides essential standards for professional, respectful communication.

However, intensive techniques for managing hostile, aggressive, or emotionally escalated customer interactions belong to Customer De-escalation Training.

Does this training include customer service role-plays?
Yes.

Participants engage in realistic service simulations involving customer acknowledgment, communication, information accuracy, responsiveness, service ownership, handoffs, and closure.

Will participants demonstrate the service standards?
Yes.

The one-day program includes a complete customer service standards simulation using a practical quality assessment checklist.

Can the training be customized using our company's existing standards?
Yes.

MSS Corporation may incorporate the organization's approved service standards, customer service guidelines, SOPs, quality scorecards, and relevant performance expectations.

What if our organization does not have formal customer service standards?
Participants may still attend.

The program introduces how to translate service expectations into observable behaviors.

However, developing a comprehensive, approved, organization-wide service standards manual may require an expanded workshop or separate consultancy engagement.

Is the program suitable for frontline employees?
Yes.

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It is particularly relevant to employees whose daily responsibilities involve serving or assisting customers.

Is the program suitable for supervisors and managers?
Yes.

Supervisors and managers can learn how to reinforce customer service standards through observation, quality assessment, coaching, feedback, and improvement planning.

Is the program appropriate for Quality Assurance personnel?
Yes.

It introduces practical assessment and calibration techniques for evaluating service performance.

Advanced quality assurance system development may require more specialized training.

Can this training help standardize service across multiple branches?

The program can support standardization by clarifying expectations and developing consistent employee behaviors.

Actual branch-wide implementation may also require management support, approved procedures, appropriate systems, quality monitoring, and follow-through.

Is this training suitable for restaurants, hotels, and retail businesses?
Yes.

The program may be customized using relevant guest service, customer acknowledgment, transaction assistance, service coordination, and service quality standards.

Is Customer Service Standards Training suitable for banks and financial institutions?
Yes.

The program may emphasize accuracy, professionalism, confidentiality, appropriate customer verification, service consistency, and authorized service procedures.

It does not replace sector-specific compliance training.

Is the program suitable for healthcare organizations?
Yes, when tailored to nonclinical patient and visitor service interactions.

Clinical care standards and professional medical requirements must remain within the appropriate specialist scope.

Is the program applicable to government frontline employees?
Yes, with appropriate customization.

Government clients may require alignment with their approved Citizen's Charter, applicable public service rules, and relevant service requirements.

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Can the program be delivered online?
Yes.

Live online delivery may use virtual customer simulations, interactive service quality exercises, digital checklists, breakout groups, and facilitator feedback.

Is the training available as a public seminar?
The program is designed for both customized in-house corporate training and public seminar delivery.

Interested participants may inquire about confirmed 2027 seminar schedules, venues, registration requirements, and investments once available.

How many participants are recommended?
Approximately 12–20 participants are recommended for intensive in-house training.

For public seminars, approximately 15–25 participants may be appropriate, depending on delivery arrangements and practical exercise requirements.

Is one day enough for Customer Service Standards Training?
One day provides a structured introduction to defining, demonstrating, assessing, and improving customer service standards.

Organizations requiring extensive standards development, individual assessments, implementation planning, or operational redesign may benefit from a two-day or three-day workshop.

Does this training provide ISO certification?
No.

The program may introduce relevant principles associated with customer focus and quality management, but it is not an ISO certification program.

How can organizations evaluate the effectiveness of the training?
Organizations may use:

- Pre-Training Assessments.
- Post-Training Assessments.
- Customer Service Simulations.
- Service Quality Observation.
- Quality Scorecards.
- Supervisor Feedback.
- Service Standards Compliance Indicators.
- Workplace Application Reviews.

Can Customer Service Standards Training improve customer satisfaction?
The program can help employees improve behaviors associated with service quality.

However, customer satisfaction is also influenced by products, pricing, policies, availability, operational capacity, and other factors.

A specific improvement in satisfaction cannot be guaranteed solely through training.

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24. RELATED MSS CORPORATION CUSTOMER SERVICE TRAINING PROGRAMS

Organizations seeking broader or more specialized customer service development may also consider:

- Customer Service Excellence Training.
- Customer Service and Customer-Centricity Training.
- Customer Service Protocol Training.
- Customer De-escalation Training.
- Handling Difficult Customers Training.
- Complaint Handling and Service Recovery Training.
- Professional Telephone Call Handling Training.
- Empathetic Customer Service Training.
- Emotional Intelligence for Customer Service Training.
- Customer Feedback Management Training.
- Customer Satisfaction Measurement Training.
- Frontline Customer Service Training.
- Customer Experience Management Training.
- Customer Communication Skills Training.
- Customer Relationship Management Training.
- Service Quality Assurance Training.
- Customer Service Coaching Training.
- Professional Business Communication Training.

These programs may complement Customer Service Standards Training by strengthening specific customer interaction, service operations, quality management, or customer experience competencies.

25. WHY CHOOSE MSS CORPORATION FOR CUSTOMER SERVICE STANDARDS TRAINING IN THE PHILIPPINES?

25.1. The Program Focuses on Consistent and Observable Service Quality

The training goes beyond general customer service reminders.

Participants develop a clearer understanding of the behaviors required to demonstrate consistent service.

25.2. The MSS S.T.A.N.D.A.R.D.™ Framework Provides a Structured Approach

Participants learn eight practical competencies:
Set → Translate → Apply → Notice → Deliver → Align → Review → Drive

The framework connects service commitments with practical employee behaviors, service quality assessment, and continuous improvement.

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25.3. The Program Connects Customer Service Standards With Actual Workplace Behavior

Participants practice:

- Customer Acknowledgment.
- Professional Communication.
- Active Listening.
- Accurate Information Delivery.
- Service Responsiveness.
- Service Ownership.
- Customer Handoffs.
- Service Closure.

25.4. It Addresses Service Quality Across Relevant Customer Touchpoints

The program considers face-to-face, telephone, email, chat, digital, and internal service environments.

The exact training exercises may be customized according to the organization's operational requirements.

25.5. Participants Practice Service Quality Assessment

Participants learn how to evaluate service performance using observable standards, practical checklists, and behaviorally anchored ratings.

25.6. Quality Calibration Is Included

The program introduces how supervisors and quality evaluators can reduce inconsistent assessments by clarifying standards and reviewing evidence.

25.7. The Training Differentiates Employee Behavior From Process Problems

Participants learn that service inconsistency may result from inadequate training, unclear standards, insufficient resources, operational constraints, or other issues.

This supports more appropriate improvement recommendations.

25.8. Customer Service Coaching Is Integrated

Participants practice constructive feedback focused on observable performance and relevant service expectations.

25.9. In-House Training May Use Existing Company Service Standards

MSS Corporation may incorporate the client's approved:

- Customer Service Standards.
- SOPs.
- Service Commitments.
- Quality Scorecards.
- Customer Service Guidelines.

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- Relevant Service Performance Targets.

25.10. MSS EnterTRAINment® Emphasizes Practical Application

Approximately 70% of the net learning time is designed around participant engagement, simulations, exercises, assessment, feedback, and practical improvement planning.

25.11. Participants Leave With Practical Service Quality Tools

The program includes:

- Customer Service Standards Diagnostic Checklist.
- Service Promise-to-Behavior Matrix.
- Customer Touchpoint Standards Map.
- Professional Customer Interaction Checklist.
- Service Handoff and Ownership Guide.
- Customer Service Quality Scorecard.
- Service Quality Gap Analysis Worksheet.
- Quality Calibration Guide.
- Service Standards Coaching Checklist.
- 30-Day Improvement Plan.

25.12. The Program Supports Service Consistency and Accountability

The training clarifies how employees, supervisors, managers, operations personnel, and quality assurance teams may contribute to maintaining service quality.

25.13. The Program Encourages Workplace Follow-Through

Participants identify priority improvements and develop a practical 30-day application plan.

26. CALL TO ACTION

YOUR COMPANY MAY HAVE CUSTOMER SERVICE STANDARDS. BUT DO YOUR EMPLOYEES CONSISTENTLY DEMONSTRATE THEM?

Your organization may have a customer service vision.

It may have customer service policies.

It may have established procedures, response targets, and quality expectations.

Your employees may even have attended previous customer service training programs.

But consider these questions:

- Do all employees interpret your service standards consistently?
- Do customers receive comparable service across branches?

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- Are customers acknowledged appropriately?
- Do employees communicate accurately and professionally?
- Are customer requests handled with clear ownership?
- Do different departments coordinate service handoffs effectively?
- Can supervisors objectively assess service performance?
- Are service quality gaps addressed through appropriate coaching and improvement?
- Does your organization consistently deliver what it promises customers?

Having customer service standards is not the same as consistently delivering service according to those standards.

MSS Corporation's Customer Service Standards Training in the Philippines helps organizations develop customer-facing employees who understand their service responsibilities, demonstrate professional behaviors, and contribute to consistent service performance.

For Companies: Customized In-House Customer Service Standards Training

MSS Corporation offers customizable corporate training engagements for organizations developing:

- Frontline Employees.
- Customer Service Representatives.
- Customer Relations Personnel.
- Branch Employees.
- Receptionists and Front Desk Employees.
- Customer Service Supervisors.
- Team Leaders.
- Operations Managers.
- Quality Assurance Personnel.
- Internal Customer Service Trainers.
- Customer Experience Teams.

The program may be tailored to your organization's:

- Customer Service Vision.
- Service Commitments.
- Customer Interaction Standards.
- Customer Service SOPs.
- Service Quality Scorecards.
- Customer Experience Requirements.
- Branch Service Standards.
- Customer Feedback.
- Service Quality Challenges.
- Organizational Performance Objectives.

Available Delivery Options:

- Face-to-Face Onsite Corporate Training.
- Offsite Corporate Workshops.
- Live Online Instructor-Led Training.
- Hybrid Training.
- Two-Day Intensive Customer Service Standards Workshops.

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- Three-Day Service Standards Development and Implementation Workshops.
- Multi-Session Service Quality Development Programs.
- Separately Scoped Customer Service Standards Consultancy.

Request a Customized Customer Service Standards Training Proposal From MSS Corporation.

For Individuals and Small Teams: Public Customer Service Standards Seminars

The program is also designed for individual customer service professionals, frontline employees, supervisors, team leaders, customer service managers, and quality assurance personnel.

Interested participants may inquire about:

- Available 2027 Public Seminar Dates.
- Training Venue.
- Delivery Mode.
- Registration Requirements.
- Participation Investment.
- Program Inclusions.
- Available Participant Slots.

Inquire About MSS Corporation's Customer Service Standards Public Seminars.

Website: www.MSSCorporation.com.ph

S.T.A.N.D.A.R.D.™ — DEFINE WHAT GOOD SERVICE MEANS. DEMONSTRATE IT. MEASURE IT. SUSTAIN IT.

Set clear customer service promises. Translate expectations into observable behaviors. Apply standards across touchpoints. Notice customer needs. Deliver accurate and responsive service. Align handoffs and actions. Review service quality. Drive consistency through coaching and improvement.

SET THE STANDARD. DELIVER WITH CONSISTENCY. EARN CUSTOMER TRUST.

With MSS, We Make Strong Success.